

## CLAIMS

What is claimed is:

1. A method for viewing a movie in a theater, the method comprising:
  - receiving a request from one or more users to view a movie in a theater in a particular location, wherein the movie is associated with a threshold;
  - receiving a commitment to purchase a ticket to the movie from the one or more users if the threshold is not satisfied;
  - determining whether a threshold for the movie is satisfied; and
  - notifying the one or more users when the threshold is satisfied and that the movie can be viewed in the theater by the one or more users.
2. A method as defined in claim 1, wherein receiving a request from one or more users to view a movie in a theater in a particular location further comprises:
  - logging the one or more users into a website;
  - searching for the movie; and
  - identifying a location for each of the one or more users.
3. A method as defined in claim 1, wherein receiving a commitment to purchase a ticket to the movie further comprises one or more of:
  - receiving payment from the one or more users; and
  - receiving payment from the one or more users when the threshold is satisfied.

4. A method as defined in claim 3, wherein receiving payment from the one or more users further comprises refunding payment to the one or more users if the threshold is not satisfied or if the threshold is not satisfied in a particular time period.

5. A method as defined in claim 1, wherein determining whether a threshold for the movie is satisfied further comprises at least one of:

determining if a profit threshold for the movie is satisfied based on the commitment of the one or more users; and

determining if an attendance threshold for the movie is satisfied based on the commitment of the one or more users.

6. A method as defined in claim 1, wherein notifying the one or more users when the threshold is satisfied further comprises identifying a location to the one or more users where the movie will be shown, wherein the location includes a place, a time, and a date.

7. A method as defined in claim 1, wherein determining whether a threshold for the movie is satisfied further comprises monitoring the threshold as additional requests are received.

8. A method as defined in claim 1, further comprising, notifying the one or more users that the threshold can be satisfied if at least one of the one or more users pays a premium for the movie.

9. A method as defined in claim 1, wherein the movie is one of:  
a movie that was previously released in theaters;  
a movie that was never released in theaters;  
a historical documentary;  
a movie that is in a production or planning stage; and  
a visual/audio performance.

10. A method as defined in claim 1, wherein notifying the one or more users when the threshold is satisfied further comprises showing the movie at a location of the one or more users, wherein the location is associated with the one or more users and with the movie.

11. A computer-readable medium having computer executable instructions for performing the method of claim 1.

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12. In a system including a movie that has been shown previously in a theater and is not currently scheduled to be shown the theater again, a method for showing the movie in the theater, the method comprising:

receiving input at a website from one or more users of the website, wherein the input represents a movie that the one or more users desire to see in a theater;

maintaining interest level data at the website in response to the input from the one or more users, wherein the interest level data represents a commitment of the one or more users to view the movie in the theater;

comparing the interest level data against a pre-determined threshold; and releasing the movie for viewing in the theater when the interest level data surpasses the pre-determined threshold.

13. A method as defined in claim 12, wherein receiving input further comprises receiving input over a telephone system.

14. A method as defined in claim 12, further comprising displaying the interest level data on the website.

15. A method as defined in claim 12, further comprising committing some of the one or more users to view the particular movie.

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16. A method as defined in claim 12, further comprising receiving a commitment from some of the one or more users, wherein the commitment is not collected until the interest level data has surpassed the pre-determined threshold.

17. A method as defined in claim 12, wherein the interest level data further comprises one or more indicators, wherein each indicator corresponds to a different location, further comprising displaying a particular indicator to a particular user, wherein a location associated with the particular indicator is also associated with a particular user

18. A computer-readable medium having computer executable instructions for performing the method of claim 12.

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19. In a system including a movie that has previously been shown in a theaters, a method for causing the movie to be shown in a particular theater again, the method comprising:

determining a commitment of one or more users to view the movie in the particular theater, wherein the commitment increases each time a new user commits to view the movie;

when the commitment passes a threshold, notifying the one or more users that have committed to view the movie that the threshold has been satisfied and that the movie will be shown in the particular theater; and

showing the movie in the particular theater to at least the one or more users that have committed to view the movie.

20. A method as defined in claim 19, wherein determining a commitment of one or more users to view the movie in the particular theater further comprises:

receiving payment from some of the one or more users before the threshold is satisfied; and

receiving payment from some of the one or more users after the threshold has been satisfied.

21. A method as defined in claim 21, wherein receiving payment from some of the one or more users after the threshold has been satisfied further comprises receiving payment before notifying the one or more users that the threshold has been satisfied.

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22. A method as defined in claim 19, further comprising notifying other users that the movie will be shown in the particular theater.

23. A method as defined in claim 19, further comprising asking some of the one or more users to pay a premium such that the threshold is satisfied with fewer users.

24. A method as defined in claim 19, wherein determining a commitment of one or more users to view the movie in the particular theater further comprises receiving a request from a particular user for the particular movie.

25. A method as defined in claim 24, wherein determining a commitment of one or more users to view the movie in the particular theater further comprises searching for the particular movie.

26. A method as defined in claim 19, further comprising linking to or from other websites that provide information related to the particular movie.

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